



Memorandum

TO: Honorable Mayor and City Council

FROM: Jane Light

**SUBJECT: Reissue of Information Memo
Relating to Sunday Hours Pilot**

DATE: May 20, 2005

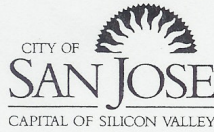
Approved /s/

Date 05/23/05

This memorandum is prepared in response to Councilmember Campos' request at the May, 2005 Budget Study Session to reissue the Library Department's October 15, 2004 Information Memo to the Mayor and City Council regarding the six-month pilot of Sunday hours at four branch libraries. That information memo is attached.

/s/
JANE LIGHT
Director, Library Department

Attachment



SENT TO COUNCIL:

Forwarded on:

OCT 25 2004

Memorandum

City Council Clerk's Office

TO: HONORABLE MAYOR AND
CITY COUNCIL

FROM: Jane Light, Library Director

SUBJECT: Pilot Program For Sunday
Service In Four Branch Libraries

DATE: 10-15-04

Approved

Date

10.23.04

INFORMATION

This memo provides information on the Library's Sunday service offered from January-June, 2004. In the Mayor's adopted 2003-2004 budget message, the City Manager was directed to implement a pilot project to provide Sunday branch library service geographically distributed throughout San Jose. At its October 23, 2003 meeting, City Council approved a pilot program to last until the end of June, 2004 at four larger, geographically-distributed branches: Berryessa, West Valley, Evergreen, and Vineland. No additional funding was provided for this seventh day of service, so the department formulated a service plan that adjusted hours at all branches and relied on part-time staff from all branches to work at the branches open on Sundays on a rotation basis. The March, 2004, Mayor's Budget Message requested that "Any proposal to discontinue Sunday hours must describe customer counts for Sunday hours compared to weekday hours".

The Library expected that Sunday service would be extremely popular and that:

- These open branches would attract residents from all over San Jose;
- Sundays would provide service to many who could not come to a library during the week.
- Check out of materials per hour would be greater than all other hours during the week
- Hourly gate count would be greater than all other hours during the week.

Results of two customer surveys taken during the pilot plus a review of check out and visitor count statistics indicate that that is not the case:

- 82% consider the Sunday branch they visit as their home branch
- 79% use that branch or other branches during the week
- 13% visit their branch on Sundays only
- Circulation per hour at all branches was lower than most other days of the week. At Evergreen and Berryessa, Sundays had the lowest per hour circulation of any day.

HONORABLE MAYOR AND CITY COUNCIL

10/15/04

Subject: Pilot Program for Sunday Service In Four Branch Libraries

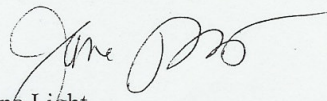
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	Circulation/hour April-June						Circulation/hour April-June
	Mo	Tu	We	Th	F	Sa	Sunday
West Valley	299	285	275	227	256	403	275
Evergreen	380	335	273	301	298	468	272
Berryessa	315	275	264	238	252	459	216
Vineland	399	356	318	329	361	489	354

- At all branches, hourly visitor count for Mondays through Saturdays was higher than Sunday hourly gate count.

	Visitors/hour April-June Mon-Sat	Visitors/hour April-June Sunday
West Valley	152	136
Evergreen	135	54
Berryessa	121	88
Vineland	161	149

The pilot indicates the demand for Sunday hours is not as great as expected and that most customers who visited branches on Sundays were very frequent library users who also visited the library on other days. In the original Council memo, we stated that the pilot was "sustainable unless library faces further budget cuts". The Library sustained a budget reduction of over 25 FTE, equivalent to the staffing of two of the largest branches. The King Library continues to offer Sunday service throughout the year, but at this time, we do not have the resources to continue branch Sunday library service.


Jane Light
Library Director, Library Department